SPANISH SOAP OPERA MAKES A DIFFERENCE

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Contact:
Joanne Lindsay
303-866-3144
303-877-2651
Joanne.Lindsay@state.co.us

DENVER – November 19, 2009 – A daughter supports her mother after a breast cancer screening detects cancer.

A boy is in a frightening car accident with his uncle.

A couple must decide whether to buck family pressure and accept pain medication during childbirth.

Love, patience, and therapy help a teenager deal with sexual abuse and alcoholism.

These are some of the gripping stories that have the attention of thousands of Spanish-speaking Colorado TV viewers on Sunday evenings. *Encrucijada; Sin Salud No Hay Nada (Crossroads; Without Health, There Is Nothing)* is a locally produced telenovela, a Hispanic/Latino soap opera, that explores a wide variety of health topics while increasing awareness about available health care programs and services in many parts of the state.

There are twelve episodes that delve into issues such as diabetes, cancer, prenatal care, depression, nutrition and drug and alcohol abuse. Every episode features one to two topics and addresses the resources available to support families. The show also promotes Colorado's public health insurance programs, Medicaid and CHP+, and educates people about how to apply.

A key component of *Encrucijada* is a toll-free phone number people can call to learn more about support services in their area and where they can apply for public assistance in their county. While *Encrucijada* is airing on Sundays, a call center is staffed with

trained promotores, health educators, who can help direct viewers to more information and community resources. People unable to reach the promotores on Sunday may leave a message during the week and can expect a call back

Encrucijada was created by a group of dedicated individuals and received generous funding from The Colorado Health Foundation. Please help spread the word about this valuable and unique approach to educating Hispanic/Latino Coloradans about key health issues and resources. To learn more, visit www.encrucijada.ty.

Encrucijada airs Sundays at 10pm through November on Univision Colorado.

About the Colorado Department of Health Care Policy and Financing: The department administers the Medicaid and Child Health Plan *Plus* programs as well as a variety of other programs for Colorado's low-income, elderly and people with disabilities. The mission of the department is to improve access to cost-effective, quality health care services for Coloradans. For more information about the department, please visit Colorado.gov/hcpf.